

SYSTEM AND METHOD FOR PROVIDING REQUEST BASED CONSUMER INFORMATION

Abstract of the Disclosure

The invention includes a system and method for effectively targeting consumer information about various products or services, to those consumers who want to use the product or services. The invention also includes a system and method for matching vendors to those consumers who want information about specific products or services sold, offered, or otherwise made available by the particular vendors. According to one aspect, the invention comprises a request based marketing system ("marketing system"). The marketing system organizes consumer information for a particular product or service into a number of request services, such as, for example, "Discounts," "Comparisons," "New Releases," "Catalogs," or the like. Because the consumer may subscribe to a particular set of request services corresponding to particular products or services, the marketing system advantageously provides highly customized consumer information to those consumers who actually want to receive it.

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